

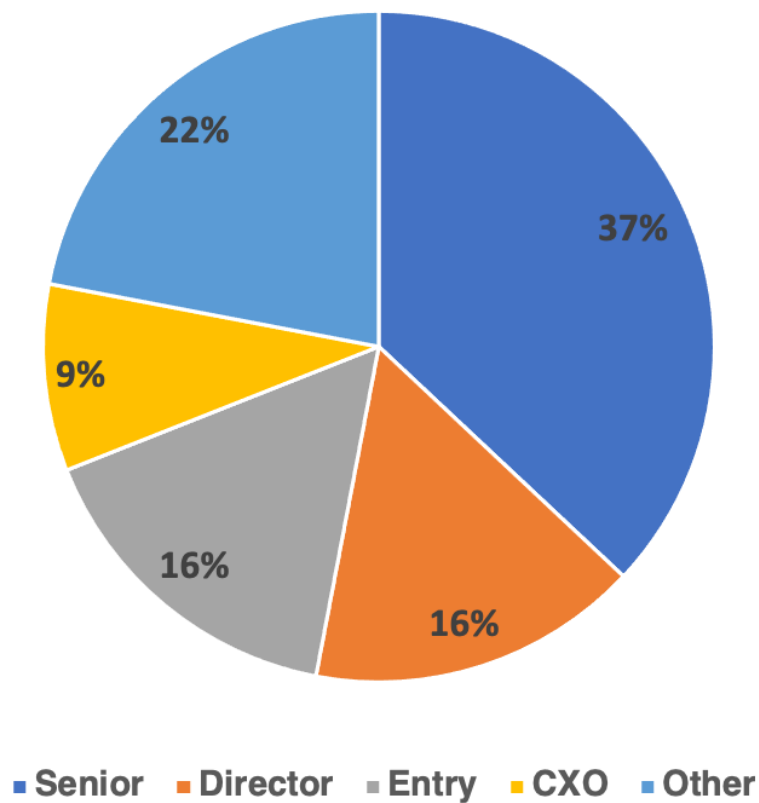
# The IdeaSpies Audience

## Description

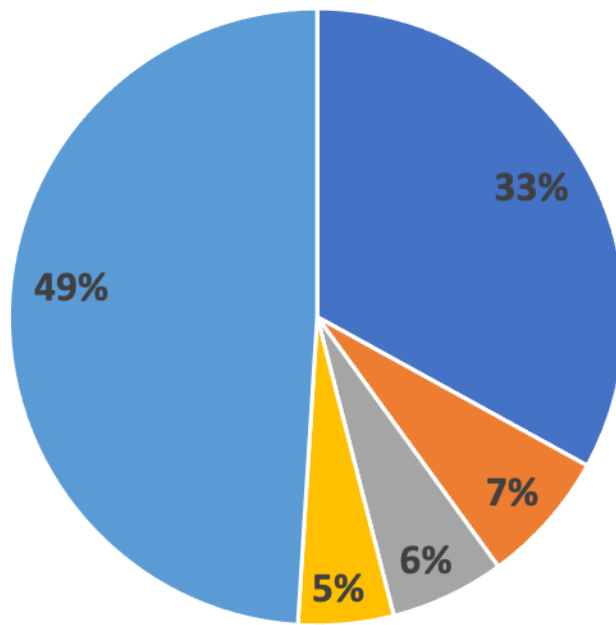
IdeaSpies particularly appeals to influential, senior people, mainly in Australia.

[About us](#)

## Seniority

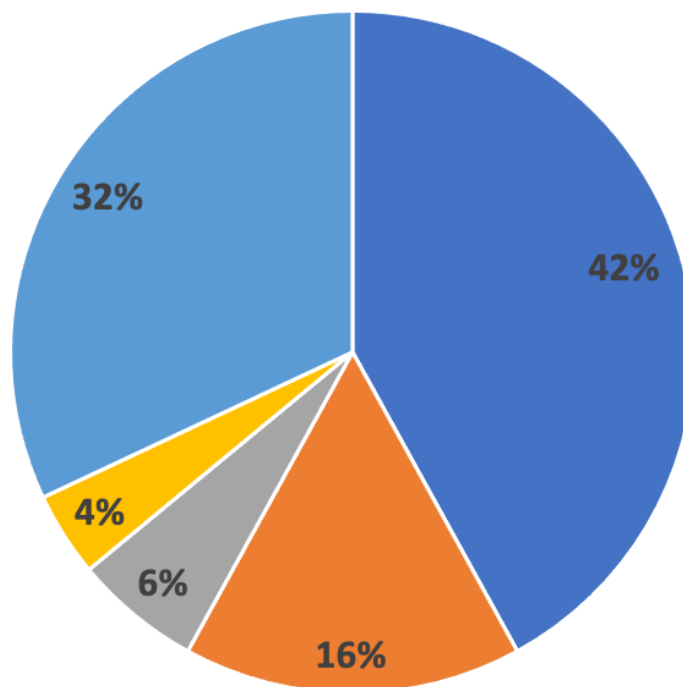


## Job



- Business Development
- Media
- Operations
- Education
- Other

## Location



- Sydney
- Melbourne
- Brisbane
- Perth
- Other

## Engagement

IdeaSpies is designed to cut through in communication

- Eye-catching name
- Ideas and innovations explained simply in 100 words or less
- Interactive- people can easily post ideas directly to the platform, like, share and comment on them
- Over 3,000 ideas and innovations that can be searched by category or word
- The average session duration is 3.2+ min, 2.5+ pages/session

## Reach

All ideas posted on IdeaSpies are tracked for number of clicks (multiply by 50 for impressions).

- Users per month 2,000+, sessions 3,300+, impressions 165,000+
- The 3 top ideas in 2020 received 4,500+, 2,400+ and 2,200+ clicks
- Followers- LinkedIn 6,500+, Twitter 4,700+, Facebook and Instagram 900+
- To be featured in IdeaSpies Weekly ideas need to get at least 100 clicks in the previous 10 days